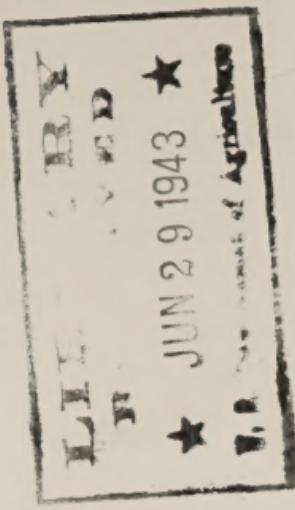


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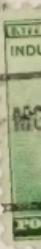
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1943-44 Circular of
LYONDEL GARDENS,
Morgantown, W. Va.

Sec. 562, P. L. & R.



U. S. Dep't. of Agriculture
Bureau of Plant Industry

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TO MY NEW OR PROSPECTIVE CUSTOMERS

HYBRID seeds are unpredictable; sometimes the finest parents yield mediocre specimens, and sometimes ordinary parents give rise to breath-taking beauties. Therefore all those who plant such seeds may hope for the best, but should be prepared for the worst. Also, one gardener may obtain a perfect germination, while another may fail altogether with seeds coming from the same container. It is for these and similar reasons that I make no guarantees. While I do everything in my power to endow my seeds with the highest quality, I cannot control all the laws of heredity; nor do I have influence over the gardening methods of my customers, or on their climatic and soil conditions. *Therefore I must impress upon all my customers that they alone must take the chances, and that once the seeds leave my possession, my obligations end.*

I do not care to do business with persons who are likely to become sources of annoyance to me; therefore, I don't want chronic kickers, fault finders, poor sports, choleric personalities, bargain hunters, suspicious, small minded persons who think all seeds-men are crooked; ill mannered men who assume that the purchase price gives them the privilege of becoming abusive; self styled delphinium experts who know all there is about this flower; inexperienced gardeners who have never grown delphiniums; careless and sloppy gardeners; "I-never-have-luck-with-seeds" gardeners, and the kind who do their gardening from the grandstand. All such persons please stay away from my door.

Why Be Content With The Delphiniums of Yesterday? Grow Lyondels and See Tomorrow's Masterpieces Today

Most breeders cannot immediately place on the market the novelties that come to bloom for the first time; they must wait for years before they can build up sufficient stock to supply the trade. By the time they are ready to release them, their "novelties" have whiskers. (A notable exception to this is the superb strain of Reinelt). My clientele is kept small because I do not have enough time to devote to large scale production. Since I have only a handful of customers, a few packets of seeds from each color class will supply my needs. A novelty of exceptional merit blooming for the first time this year immediately becomes seed or pollen parent so that its progenies will bloom in your garden next year. This applies to Connoisseurs' Series of seeds available late in the season. The regular crosses, available in August, are, of necessity, one year behind the Connoisseurs' Series. Because my novelties are the current season's productions, I can say without exaggeration that in the Lyondels you see the tomorrow today. Otherwise I am not a magician, nor do I have any secret formulae for breeding super delphiniums. My advantages over other breeders are my disadvantages which have been harnessed to productive work. Because of my limited market, I can afford to select my breeding stock most rigidly. This is one of the reasons

why the Lyondels are now selling as well as ever while a number of commercial strains well known and widely purchased in former years have passed, or are rapidly passing out of the picture.

I am tied down to a climate that is very unkind to delphiniums, and to a soil that has everything except what a good soil should have. The principle of the survival of the fittest operates among my delphiniums with ruthless efficiency. However, I do not wish to convey the notion that the Lyondels are more resistant or more lasting than other strains, although it does seem that survival under my conditions is not likely without a certain amount of inherent stamina. We have long, warm summers, often dry in July and August; our winters are quite mercurial; the thermometer may shiver for days many degrees below the zero mark, and then it may climb dizzily to 50 or more above. This cannot be kind to weak constitutions.

All my seeds, *without exception*, result from cross-pollinating by hand. While this is a slow and tedious process, it insures seeds of high quality, and has enabled the poor to have as gorgeous delphiniums as the rich. Once one has tried the magic of seeds cross pollinated by hand, he will never again insult his garden by planting seedlings produced by open pollinated seeds.

Being very unorthodox in my methods, I make many far-fetched crosses; as a result, unexpected shades and shapes result from my assorted crosses, sometimes to the chagrin, and more often to the delight of the breeder or the grower.

Unlike most breeders, I do not hesitate to introduce "new blood" into my strain. As soon as something new, different, or of some desired quality becomes available on the market, I get it, test it, select such seedlings as appeal to me, and cross them with some of mine, or just cross them with each other without introducing any Lyondels into them. This goes on year after year, so that my customers get, in addition to typical Lyondels, other desirable strains and combinations of strains. This is another reason why so many delightful surprises await you in my seeds.

MY SEEDS AND YOU

FROM five to ten customers in every hundred will have poor luck, or no luck at all with delphinium seeds regardless of the source of seeds. Even those who have been successful for years may suddenly come face to face with failures. The causes of failures are numerous, but the least of these is the seed itself. No seedsman can afford to send out non-viable seeds and expect to continue in business. The Lyondel seeds are tested for perfect germination before shipping. If you do not obtain at least one hundred seedlings from each packet, then YOU have done something wrong. But some of you will never admit this and will think that I put one over on you. Then all you have to do to end our relationship is to hint that I sold you old seeds, or immature seeds; or tell me that your own seeds, or the seeds of some other breeder came up one hundred percent while the Lyondels failed to form a single seedling; or ask me to be sure to send you the current season's seeds; or my best seeds; or it is my duty to make good your losses. My seeds are always from the current season's crop; all my seeds have just one quality and differ only

in the color of the flowers which they are expected to produce. It is quite possible that your own seeds may come up well and the Lyondels planted in the same flat may fail to come up, but the cause is not the poor quality of the Lyondels. Also, not one of my customers who has been decent toward me has been allowed to suffer any losses as a result of purchasing my seeds. I know that some of you will have failures; I want you to report them to me; but please do so without insinuations, and without apologies.

Complete directions for sowing delphiniums accompany each packet of seeds; observe them faithfully, and you will have a much better chance of success. Too many delphinium seeds have been killed by too much kindness. Be less fussy and use more garden variety common sense, and you will be all right.

AND NOW IF YOU HAVE NOT THROWN AWAY THIS CIRCULAR

I will let my old customers soften up your sales resistance. You don't find the Lyondels advertised anywhere, yet every year most of my seeds are sold out before they have been harvested. My customers conduct the advertising campaign for me, and I am grateful to them. The following are but a few excerpts from many letters they have sent to me.

Sandwich, Ill., June 22, 1942

Yesterday, after making ready the most gorgeous delphinium show ever held here, a group of us sat down to discuss our favorite subject. It was the concensus of opinion that while each strain of delphinium has its advantages, the Lyondels are hardier, more persistant, and have more sparkle in their color. I pass this along not as an idle compliment but as a studied appraisal by as sophisticated and experienced group of delphinium growers as you will find.—Roland F. Barker

Chicago, Ill., Oct. 27, 1942

I am glad to say that I entered five exhibits in this year's delphinium show at Chicago and secured five first and two seconds. These were from your seeds.—E. P. Essley

La Grange, Ind., June 22, 1942

I won four first prizes, one second, and two third, all with Lyondels, at the Delphinium Society's show staged in the Garfield Park conservatory.—Mrs. H. G. Erwin.

Berwyn, Ill., June, 1942

At the national delphinium show in Chicago I received three blue ribbons with my Lyondel delphiniums.—Paul Frenzen.

St. Thomas, Ontario, Nov. 6, 1942

Your dark colors are superb. Your mixed seeds gave me some of the most beautiful plants I have ever seen. One plant, a smoky blue with 45 inches of flowers had flowers 3 $\frac{3}{4}$ inches across. I sure gave a few of our local delphinium growers an eyeful.—A. Pletsch

Edmonton, Alberta, July 13, 1942

Our climatic conditions are very extreme, temperatures running to 40 and even 50 below zero, with the snowfall extremely light. In the spring we have warm sunshine by day and heavy frost at night. Last winter I bought some more delphinium seeds from you; they were planted in the greenhouse in Decem-

ber and planted outside on the first of May. On May 10th temperature went down to 22 degrees. It was hard on the plants, but they recovered and ten days later withstood a temperature of 12 degrees.—Mayne Reid

Pittsburgh, Pa., August 28, 1942

For the last two years I have taken first and second prizes at the men's garden club show in Pittsburgh. I am more than pleased with the results of your seeds.—C. H. Boyd.

Llanerch, Pa., Aug. 30, 1942

To my bitter disappointment I have not obtained one seedling from two packets of your seeds.—George P. Rigby.

Detroit, Mich., July 9, 1942

One dislikes making complaints. However, dealing with one person year after year, buying his seeds, and having his catalog lead one to believe that one hundred plants may be expected from one packet of seeds, it is time for some sort of objection when the promise has so far missed the mark. You see, we had room for one hundred plants; and then your one packet produced 176 good, husky babies. That is just too much. What does one do? Being married to a Scotsman, my disposition by absorption is such that I refuse to part with one seedling until I see it in bloom. Well!—Mrs. David D. Dunlop.

Sharon, Conn., July 6, 1942

As has been the case heretofore the germination of your seeds was practically 100%.—Edw. D. Thurston, Jr.

Olympia, Wash., July 13, 1942

Your seeds have produced wonderful plants, many with flowers 3 and 3½ inches across.—Floyd Tabor.

Lima, Ohio, June 14, 1942

Both my customers and I think that yours are the finest delphiniums that we have ever seen.—Sellers Glad Vista Gardens.

Mendota, Ill., June 24, 1942

I want to say a very emphatic "thank you" for the best delphiniums I have grown since my first attempts in 1925; and I have raised many plants since then, always trying to get the best seed obtainable.—Mrs. C. B. H. Miller.

Mt. Pleasant, Mich., July 9, 1942

Some of my delphinium plants raised from your seeds purchased in 1935 are still the best in my collection.—Oscar J. McEwan

Benton Harbor, Mich., July 4, 1942

I have had very fine plants from your seeds. Some have dark, velvety colors with flowers over three inches across.—Mrs. H. Jewett Jeschke

Hillsdale, N. Y., July 6, 1942

I have just seen some of your delphiniums at the Berkshire Garden Center in Stockbridge, Mass. I was amazed and delighted with their beauty.—Mrs. Alexander Bloch

Greenwich, Conn., Sept. 3, 1942

I have had seeds from the best places in England but yours surpassed them all.—Mrs. Harry W. Croft.

SEED OFFERINGS FOR 1943-44

1. LIGHT BICOLORS. Soft two-tone combinations of infinite charm. Clear colors, round, flat flowers, wide sepals, matching or contrasting eyes, huge spikes, and many other refinements will be found here.

2. DARK BICOLORS. Dark and dazzling two-tone combinations, always admired for the sparkling quality of their color. Some novel shades rarely seen before, will result from this year's seeds.

3. SOFT SOLID COLORS. Lilac, mauve, orchid, smoky lavender, and many other shades, all in solid colors, have made this one of the most novel and desirable group of delphiniums. This is a Lyondel achievement.

4. DEEPER SELF COLORS. Here are solid colors of bluish purple, reddish purple, deep orchid, smoky plum purple, with eyes to match, with eyes of pure white, or with no eyes at all. This is another Lyondel achievement.

5. PURE BLUES. Blues are forging right ahead. Major credit for the development of better blues goes to Frank Reinelt of Pacific Hybrid fame. Once more the beloved blues can adorn the garden of delphinium lovers. Spectacular spikes, fair sized flowers, and blues in various intensities are in this group.

6. PURE WHITES. These top any whites grown or seen by me. The flowers are very large, flat and circular. The sepals are broad and of good substance. Many will be with honey-colored eyes, perhaps the most attractive combination in whites.

7. MIXTURES OF ALL COLORS. If yours is a comparatively small garden, select this group. It will give you everything described above, and in exactly the same quality.

CONNOISSEURS' SERIES OF SEEDS

This group was not offered last year because I did not think that it would outstrip last year's regular series. But this year it is different and I expect great things from it. The ultimate in delphinium novelties originated at the Lyondel gardens, the greatest and the most delightful surprises, and by far the best buy will be found here. The seeds are marked as C-1, light bicolors; C-2, dark bicolors; C-3, soft self colors; C-4, deeper self colors; C-5, advanced blues; C-6, pure whites, and C-7, mixture of all colors.

IMPORTANT: seeds of Connoisseurs' series will not be ready before the end of October, and therefore cannot be sown outdoors before next spring. If placed in tightly stoppered small bottles and kept in the refrigerator, the seeds will germinate perfectly in the spring. As seeds of this series will be very limited, the customer is advised to place his order as soon as possible.

PRICES

Prices remain the same, \$2.50 per packet of at least 100 seeds. Should there be a national sales tax please add it to the price. West Virginia customers must add state sales tax. Terms are cash with order. No C. O. D. orders accepted.

The seeds will be sent out on or about the first of August. If you fail to receive your seeds promptly, let me know at once; please do not wait months before doing so.

THE AMERICAN DELPHINIUM SOCIETY will give you the most for two dollars; Mr. Stanley Ohala, Secretary, 5406 N. McVicker Avenue, Chicago, Ill.

